

GROWTH...

built on a few
fundamentals of yesterday

Sometimes we can understand the present much better by examining the past. Our corporation owes a great deal to the fundamentals established by Sebastian S. Kresge when he entered the dimestore business in 1897. What are those elements that worked so well? They still exist today, in modern dress and wording, and will most likely still be in a hundred years.

Here are just a few of the basics:

Fundamental: Good ideas
Sebastian Spring Kresge was 32 years old when he opened his first store on Woodward Avenue in Detroit. His merchandising idea: "Nothing over 10 cents." In those early days, the nickel items were on one side of the store, the dime items on the other.



Fundamental: Management training
In 1912, Mr. Kresge issued a proclamation to his organization: Henceforth all executive advancement would be drawn from within the company; all promotions would be based strictly on merit; there would be no "patronage" either from without or within. Here is the crop of management talent who came to Headquarters for a seminar in 1920, below.



Fundamental: Good people
Myrtle Edwards Olmstead was one of the first people hired by Mr. Kresge at Kresge 1. The elegant hat in the photo, l, she made from an untrimmed one and ribbons that Mrs. Kresge gave her from store stock. She recounted the early days for the 50th anniversary issue of the Kresge News in May, 1949. Her photo, r, shows the same sweet smile, 1949 feathers.

FORECAST
By the National Weather Service
NUMBER TWO

Better Times **EXTRA**
DETROIT, MARCH 9, 1940

KRESGE'S BEGINS GIANT FRIENDLY SERVICE DRIVE

District Heads Lead Way
With "A Million More Friends For Kresge's" as their slogan, Kresge's District Managers led the drive in their respective districts.

On Their Mark—All Set!

General Office Announces Great Campaign for One Million More Kresge Friends
Beginning this month, the drive for one million more Kresge friends will be in full swing. The drive will continue for the next six months, with the goal of reaching one million more Kresge friends by the end of the year.

"Golden Rule," Says M. L. Kresge
Mr. Kresge, who has been in the business for 43 years, said that the company's success is due to the "Golden Rule" policy.

Minutemen, Here I Come!
The drive for one million more Kresge friends will be in full swing. The drive will continue for the next six months, with the goal of reaching one million more Kresge friends by the end of the year.

Timed for Easter
The drive for one million more Kresge friends will be in full swing. The drive will continue for the next six months, with the goal of reaching one million more Kresge friends by the end of the year.

Fundamental: Friendly service
Today's friendly recognition program is nothing new, basically. This March 9, 1940 issue of Better Times, Kresge employee newspaper then, trumpets the spring drive for customer-friends.